



CENTRAL INTELLIGENCE AGENCY

WASHINGTON, D. C. 20505

Exec

CS-1662/1

PUBLIC AFFAIRS

Phone: (703) 351-7676

18 April 1984

Mr. Dana Brutman
Assistant to the Editor
LEADERS
59 East 54th St.
New York, N.Y. 10022

Dear Mr. Brutman:

As you requested, enclosed is the article by CIA Director William J. Casey, "Technology for Peace: The Other Side of the Coin" that is to appear in the July/August/September issue of Leaders Magazine. A photograph of Mr. Casey is also enclosed.

We look forward to reading the summer issue of Leaders Magazine and would appreciate receiving several copies of your publication.

Sincerely,



George L. Lauder
Director, Public Affairs

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✓ cc:



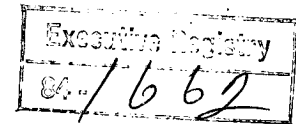
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LEADERS

9 March 1984



The Honorable William J. Casey
Director
Central Intelligence Agency

Public Relations, CIA
Washington, D.C. 20505

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Dear Mr. Casey:

The July/August/September issue of LEADERS will feature our major section on defense entitled "Technology for Peace." We would like you to be one of our distinguished authors on the subject of the peaceful use of the awesome technology at our disposal. We feel the section would be incomplete if it failed to include your important thoughts on the topic. A discussion concerning the current problem of technology transfer could only serve to broaden the scope of the section. However, if you prefer to concentrate your efforts on another topic, we are open to your judgement.

The article should be 1,000 words or less and we would need a good quality color photo to accompany it; the photo will be returned after the article is published. The article and photo is due New York by 20 April 1984.

We look forward to hearing from you.

Warm regards

Dana Brutman
Assistant to the Editor

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LEADERS

59 EAST 54 STREET • NEW YORK 10022 • 212 758 0740 • TELE X 649333

due: APRIL 20, 1984

Editorial Style

~~Length~~

1,500 words (maximum).

1,000

Format

- Can be on any subject and from any viewpoint.
- Should address a major problem or situation of contemporary interest to a very sophisticated international readership.
- Deal with the problem/situation at the CEO level or *higher*.
- Avoid using charts or tables or presentations of history.
- End with five or six specific, numbered points with the author's recommendations for action or suggestions as to how this problem/situation can be resolved.

Style

LEADERS Magazine has a unique audience; all of its readers are aware of most international problems. Writing an article for these very sophisticated people is most difficult and unusual because they tend to say, after reading an article, "Yes, yes, I know all of that. But what should I do about it?" They need to know something new! They need new ideas and suggestions—ones they haven't thought of before, ones they can pass on to their senior staff, financial experts, directors and managers.

Your article will be read by those who lead governments as well as by those who lead multinational corporations. They are the movers—financially, politically and in business—throughout the world. They are also very busy. The article that will catch their attention and cause them to react must be hard-hitting and to the point, and must propose some course of action.

Contact

John Stevens, Managing Editor